Health innovation initiative (Hii)~Holland

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Subsidieregeling Veelbelovende zorg Sneller bij de Patiënt

De doelstelling van de nieuwe subsidieregeling is - evenals bij de huidige regeling - het versnellen van de toegang van de patiënt tot potentieel veelbelovende en innovatieve zorg via opname in het basispakket. Tevens is het van belang om met deze regeling kleinere innoverende partijen (zoals MKB, start-ups, algemene ziekenhuizen) beter te kunnen ondersteunen bij deze laatste, als complexe

Ondersteuning vanuit ervaren onderzoekscentra: in aanvulling hierop ben ik in gesprek met een aantal grotere ziekenhuizen met onderzoekservaring, die overwegen gezamenlijk een onderzoeksadviescentrum te vormen om ondersteuning te bieden bij het onderzoek. De ambitie is dat dit initiatief in
Increasing flow innovations (>100.000)
Innovations – 2 valleys of death

1. From concept to market access (80% fails)

2. From market access to use and reimbursement (70% disappears in 2 years)
Other issues

- Regulators require proof of safety/CE (changing with new MDR)
- Payers/healthcare insurers require evidence on relative effectiveness
- Inefficient pathway a concern:
  - Patent protection difficult: market exclusivity 18 months
  - Increases risk to investors and innovators
  - SMEs seek markets with least line of resistance to launch
- 55-95% first pass rejection of FDA approved technologies
Our healthcare system needs ways to make medical innovation more affordable, more effective and better for the patient.
The only way to predict the future is to create it
Our approach

- Collaborative approach to streamline pathway from innovation to adoption for impactful technologies

- Innovation ↔ Development ↔ Evaluation ↔ Adoption
Evaluation phases

1. Idea Screening
2. Concept Development and Evaluation
3. Beta Testing
4. Effectiveness Testing
5. Market Access
6. Repository & Monitoring
Conclusions reports

- **Devices/technology are no drugs** – much more diversity

- **Not same paradigm -- no one-size-fits-all**
  - Fit for purpose approach - context/type of innovation
  - Including eHealth innovations

- **Multidisciplinary teams:**
  - Join forces (manufacturer, patients, regulatory agencies, payers) -- only way forward
  - Economic progress + sustainability of healthcare is **not** bringing innovations to market **but** get them accepted, used and reimbursed

- **More user/care/citizen centered approach**
  - rather than device focused approach
The Hii Holland initiative

Pre-Market
- Efficacy & Safety
- Value (CE) & Affordability
- Ethical & societal
- Post-market conditions

Post-Market
- Efficacy & Safety
- Value (CE) & Affordability
- Ethical & societal
- Post-market conditions

Systematic review
- Cost Effectiveness

Systematic Review
- Cost Effectiveness (CE)

Coverage/Reimbursement
- Yes
- Unconditional No

Regulation

Diffusion

Obsolescence

TIME
New approach
Multidisciplinary responsibility and effort

- Stakeholders together at early stage - combined effort + responsibility:
  - Innovator (care providers, SME, multinationals, start-ups)
  - Researchers
  - Patients / Citizens
  - Healthcare providers
  - Health insurance companies
  - Regulators (ZiN)

- To ensure that:
  - we regulate, implement and reimburse innovations that matter to payers/patients/society
  - if innovations appear to have added value for payers/patients/society they cross the valleys of death
Products

- Depending on the stage of development
  - Idea, e.g. context analysis, interviews, technology review
  - Development, e.g. early HTA modeling, literature review
  - Exploration phase, e.g. feasibility testing, first in human
  - Assessment, e.g. clinical study
  - Implementation, e.g. post marketing surveillance
Why and why now?

• If we desire economic progress…

• If we desire a sustainable healthcare system…

• If we desire that patients and civilians keep trust and belief in our healthcare services and innovations…

• if we truly desire value based healthcare services…

We need to change the approach of EVALUATING all our innovations and services at the start
Hii~Holland

- Same model – all stakeholders at the start

- Upscaling to multiple countries using EXCITE International → global adoption → attraction companies!
Hii~Holland Partners

- VWS + EZ duidelijke commitment!
- Consortium academia (UMC’s + technische universiteiten)
- Top Sector LSH
- ZIN
- Brancheorganisaties (FME, Nefemed)
- Zorgverzekeraars
- Patientenfederatie
- Kennisinstituten (RIVM, TNO, etc.)
- STZ

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